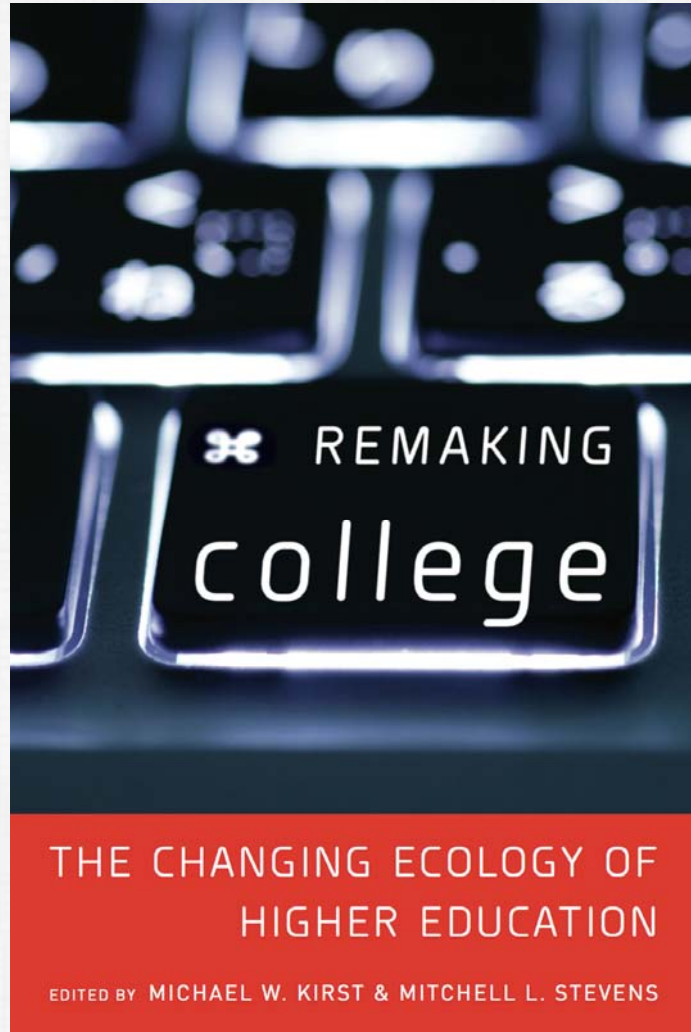


THE CHANGING ECOLOGY OF US HIGHER EDUCATION

Mitchell Stevens, Stanford University

@ National Louis University

1 October 2015

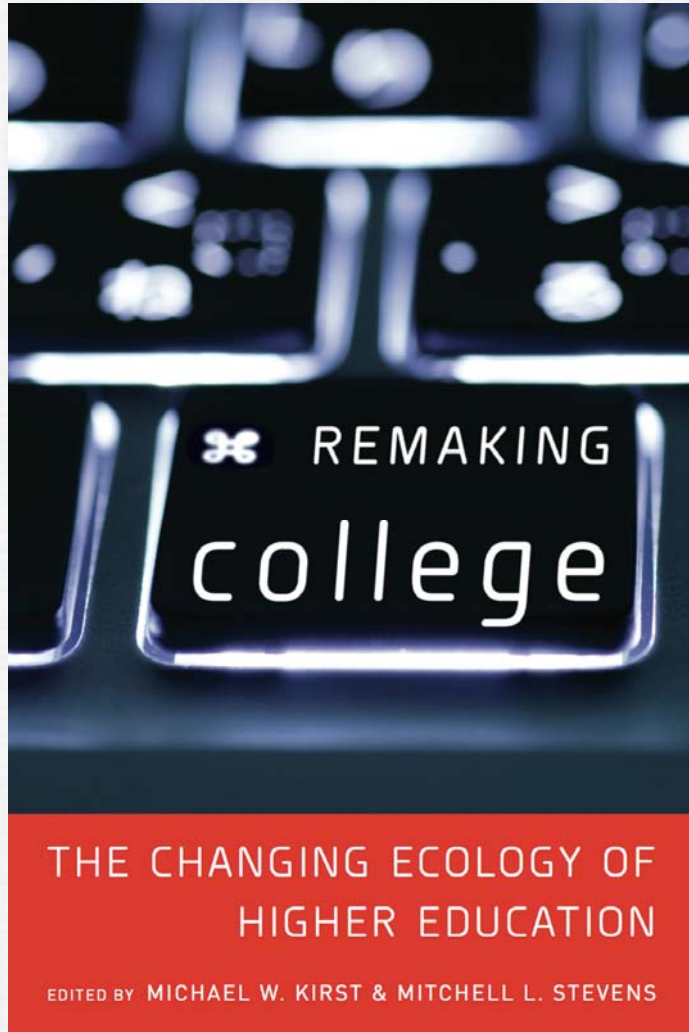


e.col.o.gy

“relationship between a group of living things and their environment.”

relationship between a group of living things and their environments.

- local
- national
- global



overview

1

three epochs of US
higher education

2

why delivering higher
education is harder
now than ever before

3

where US higher
education is headed

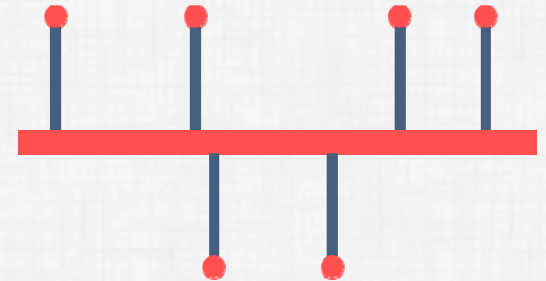
4

why now is a great
time to be in higher
education

1

THREE EPOCHS

of US higher education



associational

- colonial era forward
- entrepreneurial anarchy
 - multiple incentives to build schools
 - no national or inherited monopoly
 - growing population and expanding frontier
- associations specify identity and enable cooperation in a complicated ecology



national service

- World Wars I, II, and Cold War
- higher education provides:
 - technical and managerial knowledge
 - reward and accommodation for veterans
 - arsenal to fight for geo-political supremacy
 - an American style of welfare
- schools as servants/arms of government



market

- latter decades of 20th century
- gradual erosion of government support for basic infrastructure
- unabated cost/price escalation in tuition



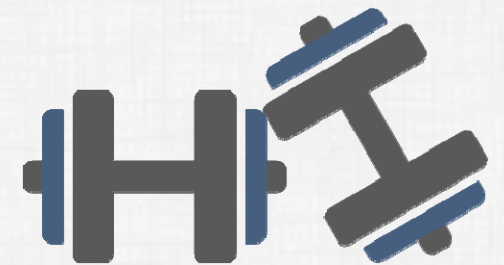
market

- transfer of costs to students and families
- ever more national/transnational flows of students
- new entrants into the ecology



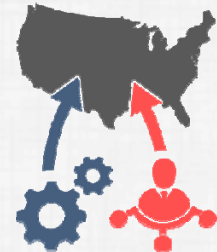
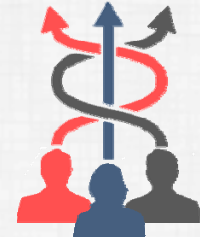
2

why it's
HARDER NOW
than ever



why it's harder now than ever

- the epochs are cumulative—we now have all three simultaneously
- can't rely on steady funding from government sources
- need to be both service- and market-oriented
- need to operate locally, nationally, and globally



3

where we're
HEADED

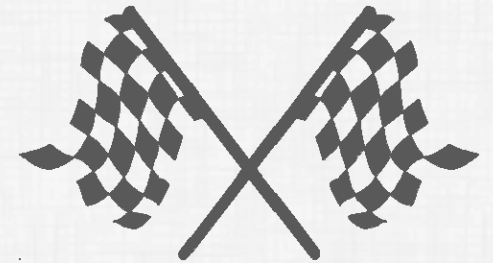


where we're headed

- life-long learning
- multiple, hybrid learning platforms
- imperative to measure learning and tangible returns
- expectation of lower unit costs/prices
- ever more competition

4

why now is a
GOOD TIME



why now is a good time

- life-long learning !
- multiple, hybrid learning platforms !
- emphasis on learning !
- opportunity to measure learning and degree returns !
- expectation of lower unit costs/prices !
- ever more demand !

learn more at

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